

# 2002-2003 PRESENTER POST-ENGAGEMENT REPORT

Presenting Organization \_\_\_\_\_ Contact Person \_\_\_\_\_

Presenter's Congressional District \_\_\_\_\_ Assembly District \_\_\_\_\_ State Senate District \_\_\_\_\_

Address \_\_\_\_\_ Telephone (\_\_\_\_\_) \_\_\_\_\_

Artist/Company \_\_\_\_\_ Request ID#:TR-02-R \_\_\_\_\_

Discipline of Artist/Company \_\_\_\_\_ Number of Artists in Company \_\_\_\_\_

Predominating Ethnic Background of Artist/Company

- ☐ American Indian/Alaskan Native    ☐ Latino  
☐ Asian/Pacific Islander    ☐ Euro-American, not Latino  
☐ African-American, not Latino    ☐ Multi-Racial (combination of other categories; no single ethnicity applies)

Engagement Dates: Begin \_\_\_\_\_ End \_\_\_\_\_

Public Performance House Capacity: \_\_\_\_\_

Public Performance(s) Date \_\_\_\_\_ Date \_\_\_\_\_ Date \_\_\_\_\_

Attendance \_\_\_\_\_

Other Activity(s): Date \_\_\_\_\_ Date \_\_\_\_\_ Date \_\_\_\_\_

Attendance \_\_\_\_\_

Describe Activity \_\_\_\_\_

Cumulative audience for all activities including public performance(s): \_\_\_\_\_

Audience Served (checkone): Urban \_\_\_\_\_ Suburban \_\_\_\_\_ Rural \_\_\_\_\_ Mixed \_\_\_\_\_

Financial Report (Round off to the nearest dollar)

Income (prorate where appropriate)

Expenses (prorate where appropriate)

	CASH
Ticket Sales: Performance	
Ticket Sales: Other Activities	
Concession Sales	
Subcontracted Events Fees Received	
Individual Donations	
Corporate/Business Donations	
Foundation Grants	
CAC Fee Support	
NEA Fee Support	
Other CAC Grant Support	
Other NEA Grant Support	
Municipal Agency Support	
Sponsor Direct Support Funds	
Other:	
TOTAL INCOME	
(should match or exceed total expenses)	

	CASH	RECEIVED IN KIND
Artist Fee		
Artist Lodging		
Artist Transportation		
Printing		
Media Advertising		
Mailing		
Insurance		
Space Rental		
Equipment Rental		
Production Materials		
Technical Personnel		
House and Box Office Personnel		
Other:		
TOTAL EXPENSES		

Explain how deficit is covered when expenses are greater than income; i.e., what is source of sponsor direct funds? \_\_\_\_\_

\_\_\_\_\_

# MARKETING

## TICKETS

Most Expensive (single ticket price) \$ \_\_\_\_\_

Least Expensive (single ticket price) \$ \_\_\_\_\_

Discount Tickets \$ \_\_\_\_\_

Series (prorated cost *for this performance only* if purchased as part of a series) \$ \_\_\_\_\_

Senior \$ \_\_\_\_\_

Student \$ \_\_\_\_\_

## PRICES

## PROMOTION ACTIVITY

Indicate if you used any of the following for this engagement:

	Yes	No
Direct Mail Announcements	<input type="checkbox"/>	<input type="checkbox"/>
Posters	<input type="checkbox"/>	<input type="checkbox"/>
Press Releases	<input type="checkbox"/>	<input type="checkbox"/>
Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>
Paid Media Advertising	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper Interviews	<input type="checkbox"/>	<input type="checkbox"/>
Radio/TV Interviews	<input type="checkbox"/>	<input type="checkbox"/>
Handbill Distribution	<input type="checkbox"/>	<input type="checkbox"/>

## AUDIENCE

Name three to five cities or towns represented by ticket buyers for this engagement: \_\_\_\_\_

Estimate the average distance traveled by ticket buyers: \_\_\_\_\_ miles

Counties served by this engagement: \_\_\_\_\_

Express your response to the following factors based on a scale of 1 through 5 (circle one)

1=Poor    2=Fair    3=Good    4=Excellent    5=Outstanding

Attendance at this Engagement	1	2	3	4	5	Audience Reaction	1	2	3	4	5
Weather Conditions	1	2	3	4	5	Auditorium Comfort	1	2	3	4	5

## ARTIST/COMPANY

Poor      Fair      Good      Excellent      Outstanding

Promotional Material Quality and Timeliness	1	2	3	4	5	
Cooperation of Artist's Management Prior to Engagement	1	2	3	4	5	
Compatibility of Artist Requests with Sponsor Facilities	1	2	3	4	5	
Artist's Cooperation/Attitude During Engagement	1	2	3	4	5	
Artist's Technical Crew Cooperation/Attitude During Engagement	1	2	3	4	5	
Technical Setup Completed on Time	1	2	3	4	5	
Performance Started and Ended on Time	1	2	3	4	5	
Performance Length and Repertoire as Contracted	1	2	3	4	5	
Artist Showmanship and Professionalism	1	2	3	4	5	
Quality of Performance	1	2	3	4	5	
Appropriateness of Performance Space for this Artist	1	2	3	4	5	
Quality of Other Activities Conducted During this Engagement	1	2	3	4	5	N/A

Summarize your overall response to this engagement. Specify any compelling positive or negative factors not covered elsewhere, and explain any circumstances you believe to be of particular interest. Attach supplemental page if you wish.

Have you discussed the above evaluation with the artist or management? \_\_\_\_\_ If not, you should.

Does your organization plan to participate in the CAC Performing Arts Touring and Presenting Program next year? ☐ Yes ☐ No

Comments: \_\_\_\_\_

Typed Name and Title of Person Completing this Report: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_